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**CRITICAL SUCCESS FACTORS (CSFs) FOR  
MOBILE APPLICATIONS IN FINANCE SECTOR,  
SRI LANKA**

**By**

**B.A.C.Basnayake**

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## DECLARATION

“I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any University to the best of my knowledge and belief it does not contain any material previously published, written or orally communicated by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations”



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Supervisor

## ABSTRACT

Mobile telecommunications industry worldwide has expanded and surpassed the fixed line operators. This technology evolved in the developed countries in the last decade and has been growing at a rapid pace. Although developed countries in Europe and United States have adopted mobile commerce technology, Asian countries such as Philippines and Korea are ahead.

Sri Lankan context, the telecommunication industry has changed dramatically since late 1990s. Statistics shows that the total numbers of mobile subscribers are now greater than the fixed line subscribers in Sri Lanka. What was considered a luxury in the 1990's has become an ordinary commodity by now, driven by low cost and convenience. But mobile companies and finance sector in Sri Lanka are responding to the investment on mobile applications slowly.

This study was focused on Critical Success Factors (CSFs) for Mobile Applications in Finance Sector, Sri Lanka. To evaluate the CSFs in Sri Lankan finance sector, in addition to expert's opinions from mobile sector and finance sector in Sri Lanka, case studies were conducted for mobile sector and finance sector. With the limited time frame when compared with the scope of this research, case studies were limited to two network operators and three finance sector organizations. Conceptual model was developed based on the findings of the literature, to identify the CSFs of mobile applications in finance sector, Sri Lanka. Finally the identified CSFs were analyzed and compiled for mobile applications in finance sector, Sri Lanka. The questionnaire responses were analyzed along with the case study results and recommendations are proposed for mobile-based finance applications to develop their markets in Sri Lanka. It was identified that applications with user-friendliness and easy to use interfaces attract more customers and user awareness on mobile-based finance applications is a crucial factor for the success. With further analysis on users, it was identified that when users have more experience of using a phone, the concern on security is high. Similarly, it was identified that, when users becoming old, they tend to look for more security on the applications.

Using the case study analysis, it was identified that both mobile sector and finance sector overall business model for implementation of new mobile-based finance application is very important and should be clearly identified.

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## **ABBREVIATIONS**

AMPS	Advanced Mobile Phone System
ATM	Automated Teller Machines
CDMA	Code Division Multiple Access
CPU	Central Processing Unit
CSE	Colombo Stock Exchange
CSF	Critical Success Factors
DAMPS	Digital Advanced Mobile Phone System
EDGE	Enhanced Data rates for Global Evolution
FDI	Foreign Direct Investments
ESOS	Employ Share Ownership Scheme
GDP	Gross Domestic Product
GPRS	Global Packet Radio Services
GSM	Global System for Mobile Communications
HNB	Hatton National Bank
HSBC	Hong Kong and Shanghai Bank Corporation
IFC	International Finance Corporation
LAN	Local Area Network
LOLC	Lanka Orix Leasing Company
MMS	Multi Media Service
PDA	Personal Digital Assistants
ROI	Return on Investment
SIM	Subscriber Identification Module
SLT	Sri Lanka Telecom
SMS	Short Messaging Service
TDMA	Time Division Multiple Access
TRC	Telecommunications Regulatory Committee
UMTS	Universal Mobile Telecommunications System
WAN	Wide Area Network
WAP	Wireless Access Protocol
WLL	Wireless Local Loop
WSP	Wireless Session Protocol